

DECEMBER, 2022



BUILDING GOODWILL



To provide clarity to the public and highlight monumental initiatives during construction of the Norton Healthcare Goodwill Opportunity Campus in West Louisville, Goodwill Industries of Kentucky is issuing monthly project updates for those invested in our move.



PHOTO FEED OF THE PROJECT SITE COMING SOON TO www.GoodwillWestLouisville.com

ABOUT OUR MOVE

In 2020, Goodwill announced it will move its headquarters operations and establish an “Opportunity Campus” at 28th Street and Broadway in West Louisville, a nine-neighborhood community where the median household income is \$21,000. The area has endured years of disinvestment that has left many of its 65,000 mostly African American residents underserved in a community that has limited employment opportunities.

This past June, Goodwill broke ground and began construction on the campus, where individuals will be able to connect with community partners and self-sufficiency resources, including career coaching, job training, youth mentoring, soft skills training, restorative justice programs, expungement services, second-chance banking, free drop-in childcare and dental services. Goodwill surveyed the community to tailor these resources to individuals in West Louisville.

The Opportunity Campus is the largest mission-related project in the 99-year history of Goodwill Industries of Kentucky. In addition to Goodwill’s one-stop resource center – the Opportunity Center – Norton Healthcare announced it will build the first hospital west of 9th Street in more than 150 years on the campus.

Collectively, the two projects on the campus will bring more than 300 full-time jobs to West Louisville with average salaries of \$60,000. Goodwill’s Opportunity Center on the campus is expected to serve more than 50,000 people every year and help place more than 600 job seekers into full-time employment with businesses throughout the region that pay a minimum of \$13 per hour – creating a cumulative annual impact of \$18.7 million.

HOW IS IT BEING FUNDED?

Goodwill worked with two investor partners and six “Community Development Entities” for our project:

INVESTORS:

- Old National Bank
- US Bank

CDEs:

- ONB Community Equity
- CAHEC New Markets
- New Markets Support Company / LISC
- Urban Action Community Development
- Brownfield Revitalization
- Lower Brule

A portion of the project is being funded by the New Market Tax Credit Program. The above investors and CDEs gave Goodwill New Market Tax Credit Allocation.

PROJECT TEAM

- **Calhoun Construction Services**
Construction Manager
- **Mathis & Sons, Inc.**
Construction Manager
- **Studio A Architecture**
Architect
- **Browne Engineering & Construction**
Owner's Representative/
Project Manager
- **KPFF Structural Engineers**
Structural Engineer
- **KLH Engineers**
Mechanical, Electrical &
Plumbing (MEP) Engineer
- **LD&D (Land Design &
Development, Inc.)**
Civil Engineer
- **Details Commercial Group**
Interior Designer
- **Booker Design Collaborative**
Landscape Designer

In future updates, Goodwill will provide more information about respective members of the project team.



PROJECT UPDATES

- Existing building has been demolished.
- Site has been cleared and graded to prepare for construction.
- Construction fencing has been erected around perimeter of site.
- Sidewalks along Broadway and 28th Street have been closed. Signage in place to redirect pedestrian traffic.
- Foundation work is underway.



VIEW THE REPORT HERE. www.goodwillwestlouisville.com

In future updates, Goodwill will detail outreach events in West Louisville and how it's continuing its connection with the community.

COMMUNITY OUTREACH

Before Goodwill began making detailed plans to build an Opportunity Campus at its property in West Louisville, the organization engaged in a multi-faceted six-month community engagement campaign.

The campaign was designed to learn what West Louisville residents, business owners and advocates (1) liked most about the area, (2) found most challenging about the area, (3) what they believed to be the greatest needs in the area, (4) what they believed would be Goodwill's greatest challenge moving into West Louisville and (5) what Goodwill could do to be a good neighbor.

Despite having limited opportunities to meet in person with West Louisville residents due to the COVID-19 pandemic, Goodwill was able to solicit meaningful responses from approximately 3,000 West Louisville residents and business owners from October 2020 through March 2021.

Their responses came through an online survey, approximately 15 virtual group meetings, direct mail postcards, a telephone voicemail hotline, a Goodwill-manned booth outside of the Kroger's grocery store on 28th and Broadway and goodwillwestlouisville.com. And their voices were diverse. The collection of nearly 3,000 responses came from elected officials, homeowners, renters, business owners, corporate executives, city workers, pastors, social service leaders, recovering drug addicts and justice-involved citizens.

What they shared was a rich tapestry of hopes, desires and concerns for West Louisville. They did not speak with one voice. In fact, the range of their responses to many of the same questions indicated a wide variety of experiences, influences and stereotypes that shape how they view West Louisville and their recommendations on how to improve conditions in the area.

OPPORTUNITY IS KNOCKING

The Opportunity Campus in West Louisville is Goodwill's largest mission-related project in its nearly 100-year history.

You can support this one-of-a-kind community revitalization project by making a gift to the Opportunity is Knocking campaign. Here's how you can donate:

GoodwillWestLouisville.com

Text GoodwillKY to 801801

Mail a check to the current Goodwill headquarters located at 1325 S. 4th Street, Louisville, KY 40208